PayPal™

Merchant Gift Certificates Guide

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1 PayPal Merchant Gift Certificates

PayPal Merchant Gift Certificates let you sell personalized gift certificates on you website. As soon as you create and publish Buy Gift Certificate buttons, customers and visitors can begin purchasing and redeeming your gift certificates.

Merchant gift certificates can be redeemed only for merchandise or services that you sell online. eBay Gift Certificates are sold on eBay.com and can be redeemed only for auction items and merchandise sold on eBay.

NOTE: Gift certficates that you create and sell by using Merchant Gift Certificates are not redeemable for your eBay listings.

Overview

This guide contains the following chapters:

Chapter 2, "Creating Gift Certificates" – learn how to create and publish Buy Gift Certificate buttons to sell personalized gift certificates for your website.

Chapter 3, "The Checkout Experience with Merchant Gift Certificates" – learn about your customers' experience when they purchase and redeem your gift certificates.

Chapter 4, "Gift Certificate Activity & Terms" – learn about merchant gift certificate sales and redemption activity in your account.

IMPORTANT: Please review the PayPal User Agreement, Privacy Policy, and Terms and Conditions if you plan to sell merchant gift certificates.

Getting Started With Merchant Gift Certificates

To begin offering merchant gift certificates from your website, you will need:

- A PayPal Premier or Business account

  To sign up for a PayPal account, go to https://www.paypal.com and click the **Sign Up** link.

  If you have a personal account, click the **Upgrade Account** link on your **Account Overview** page.
- A website where you can copy and paste the HTML code for your Buy Gift Certificate button
- About a half hour to create and publish the HTML code for your Buy Gift Certificate button.

  For more information, see Chapter 2, "Creating Gift Certificates."

Revision History

Revision history for *PayPal Merchant Gift Certificates Guide*.

TABLE 1.1 Revision History

Date	Description
October 2009	Updated the list of supported currencies to include Brazialian Real, Malaysian Ringgit, Philippine Peso, Taiwan New Dollar, and Thai Baht. See"Currency" on page 9.
June 2007	Removed information about testing Buy Gift Certificate buttons in the PayPal Sandbox.
May 2007	Corrections to instructions for creating Buy Gift Certificate buttons with a tool on the PayPal website. See Chapter 2, "Creating Gift Certificates."
November 2007	Minor corrections.
August 2007	Updated procedure for creating Merchant Gift Certificates through the PaPal account profile. See "Gift Certificate Creation – Quick Setup" on page 7. Replaced logos and screen shots with new PayPal branding and navigation.
November 2006	Updated for current release
March 2006	Update for version 4.0.

2 Creating Gift Certificates

This chapter describes how to create Buy Gift Certificate buttons and HTML code for your website. This chapter begins with quick setup instructions for creating basic Buy Gift Certificate buttons and publishing them on your website. The remainder of this chapter describes various options for advanced Gift Certificate buttons, such as specifying colors, amounts, and images.

Gift Certificate Creation – Quick Setup

IMPORTANT: You must confirm the primary email address on your PayPal account before you attempt this procedure.

To create and publish a basic Buy Gift Certificate button:

1. Log in to your PayPal account at https://www.paypal.com.

   The **My Account Overview** page appears.

2. Click the **Profile** subtab.

   The **Profile Summary** page opens.

3. In the **Financial Information** column, click **Gifts and Discounts**.

   The **Redemption Codes** page opens.

4. Click the **Create** link.

   The **Merchant Gift Certificates** page opens.

5. Enter the gift certificate details for your button.

   – **Currency** – From the dropdown menu, select the currency in which you want your gift certificate to be denominated. The dropdown menu automatically selects the currency of your primary balance.
   – **Amount** – Select the **Set Range** radio button to let customers select from of a fixed range of redemption values when they purchase gift certificates with the button that you are creating.

   – or –

   Select the **Fixed** radio button and enter the redemption value for gift certificates that customers purchase when they click the button that you are creating.
   – **Shopping URL** – Enter enter the web address where your customers go to redeem their gift certificates.

   For more information, see "Selecting Gift Certificate Details" on page 9.

6. Create a style for your gift certificates.
   - **Color** – Select this radio button, and select a color from the dropdown menu. PayPal displays your gift certificates with the color that you selected as a background.
   - **Theme** – Select this radio button, and select a theme from the dropdown menu. PayPal displays your gift certificates with an etched background that corresponds to the theme you selected.
   - **Logo Image URL** – Enter the URL for your own button image.

   Click the **Preview Certificate** button at any time to view an example of how your gift certificates will look. Disable pop-up blocking software in your browser if the preview window does not open.

   For more information, see "Selecting Gift Certificate Styles" on page 10.
7. Choose a button style for you button.

   For more information, see "Selecting an Image for Your Buy Gift Certificate Button" on page 12.
8. Choose whether you want to encrypt your HTML code.

   For more information, see "Security and Encryption for Buy Gift Certificate Buttons" on page 13.
9. Click **Create Button Now** to create the HTML code for your Buy Gift Certificate button.

   The **Add a Gift Certificate button to your website** page opens.
10. Copy and paste the HTML code to your website. If you choose not to encrypt your button, HTML code will also be generated for use in emails.

To learn about advanced Buy Gift Certificate buttons, see "Customizing Your Buy Gift Certificate Buttons" on page 8.

Customizing Your Buy Gift Certificate Buttons

The following topics show how to customize your Buy Gift Certificate buttons with special HTML variables in the HTML button code.

- "Selecting Gift Certificate Details" on page 9
- "Selecting Gift Certificate Styles" on page 10
- "Selecting an Image for Your Buy Gift Certificate Button" on page 12
- "Security and Encryption for Buy Gift Certificate Buttons" on page 13
- "Editing Your HTML Code" on page 13

Selecting Gift Certificate Details

This section shows how you can set gift certificate details: currency, amount, and shopping URL.

Currency

Select the drop-down menu on the gift certificate creation page to specify the currency your gift certificates will be sold in. If you do not make a choice, the default setting will be the primary currency for the account. If, for example, the primary currency is Euros for a U.S. account, gift certificates will default to Euros.

PayPal supports the following currencies for payments and currency balances:

- Australian Dollar
- Brazilian Real

  NOTE: This currency is supported as a payment currency and a currency balance for in-country PayPal accounts only.
- Canadian Dollar
- Czech Koruna
- Danish Krone
- Euro
- Hong Kong Dollar
- Hungarian Forint
- Israeli New Sheqel
- Japanese Yen
- Malaysian Ringgit

  NOTE: This currency is supported as a payment currency and a currency balance for in-country PayPal accounts only.
- Mexican Peso
- New Zealand Dollar
- Norwegian Krone
- Philippine Peso
- Polish Zloty
- Pound Sterling
- Singapore Dollar
- Swedish Krona
- Swiss Franc

- Taiwan New Dollar
- Thai Baht
- U.S. Dollar

When your customers purchase a gift certificate from you in a different currency, PayPal will either convert the gift certificate to your primary currency or ask you to open the balance in the currency in which the gift certificate is being purchased.

NOTE: PayPal recommends informing your customers that when redeeming multiple gift certificates for a single purchase, each gift certificate must be denominated in the same currency.

Amount

After selecting your gift certificate currency, choose the amount you want your gift certificates to be sold for.

Gift certificates are available for sale in two amount types – Set Amount and Fixed Amount.

The Set Amount option allows you to sell gift certificates in preset denominations for a given currency. For example, the denominations for USD are $5.00, $10.00, $25.00, $100.00, up to $1,000.00. The gift certificate purchaser will choose the desired denomination from a drop-down menu.

The Fixed Amount option allows you to sell gift certificates for one specified amount, such as $49.95 USD or $20.00 USD.

NOTE: A monthly purchase limit for gift certificates equal to $500.00 USD, calculated using PayPal current exchange rates, may apply to some PayPal members.

Shopping URL

Your Shopping URL is the web address where you want your gift certificate recipients to go to redeem their gift certificates.

PayPal recommends using a short and memorable Shopping URL to make redemption for your customers easier and more user-friendly. See "Gift Certificate Creation – Quick Setup" on page 7 for more information.

Selecting Gift Certificate Styles

This section shows how to apply a color or theme and a custom logo image to your gift certificates.

Color & Theme

You can choose either a color or a theme for your gift certificates. If you do not specify a color or theme, your gift certificates will have blue background.

To choose color instead of a theme, select the **Color** radio button and then select Blue, Orange, Green, or Purple from the dropdown menu.

To choose a theme instead of a color, select the **Theme** radio button and then select Wedding, New Baby, Birthday, and other themes from the drop-down menu.

To view an example of how your gift certificates will look, click the **Preview Certificate** button.

Logo Image

You can display your business logo or any other image in the upper left-hand corner of your gift certificates.

To include a logo, type the web address where the image is stored in the **Logo Image field**. For best results, the image should be 45 pixels high and 295 pixels wide.

If you leave the **Logo Image field** blank, your gift certificates will contain the email address for Premier accounts or your business name for Business accounts.

NOTE: PayPal recommends using a logo image stored on a secure server (https:). If you include a logo that is not stored on a secure server, your customers may receive an error message about unsecured contents.

Preview Certificate

The **Preview Certificate** button lets you review an example of your gift certificates during the creation process.

Click the **Preview Certificate** button, and a pop-up window opens to display the layout of your gift certificates, based on your current selections.

NOTE: Make sure all pop-up blocker software on your computer is disabled to preview.

FIGURE 2.1 Example of a Gift Certificate for a Business Account

Selecting an Image for Your Buy Gift Certificate Button

When you select the image for your Buy Gift Certificate button, you can choose a PayPal button image or enter a URL to your own button image.

FIGURE 2.2 Choosing an Image for Buy Gift Certificate Buttons

Choose button style
Buy Gift Certificate
179x26
Buy Gift Certificate
179x47
Buy Gift Certificate
143x21
Need more choices?
Use your own button image
Select a radio button to choose a button image that is hosted by PayPal.
Click the link to specify the URL or your own button image.

Choosing PayPal Button Images

PayPal offers a selection of ready-made Buy Gift Certificate button images. To choose a ready-made button image, select the radio button next to the image you want to use. The image that you select is hosted by PayPal.

Using Your Own Button Image

You can use your own image for your Buy Gift Certificate button.

To display your own image that you host on your website:

1. Click the **Use your own button image** link.

   An additional radio button and text box appear.

2. In the **Button Image URL** text box, enter the URL of your button image.

   If your image is hosted securely, change the entry to begin with `https//`.

Security and Encryption for Buy Gift Certificate Buttons

PayPal employs industry-leading encryption, fraud prevention, and buyer and seller protection policies to safeguard you and your customers.

By default, PayPal encrypts your button code using the Secure Sockets Layer protocol at an encryption key length of 128 bits (the highest level commercially available).

Encrypted code provides a higher level of security for your gift certificate transactions because it appears as meaningless, continuous strings of letters, characters and numbers.

If you have little or no experience with advanced HTML coding, PayPal recommends that you encrypt your HTML code. On the **Merchant Gift Certificates** page, in the **Button encryption** section, select the **Yes** radio button.

If you choose not to encrypt your button code, review ""Editing Your HTML Code" on page 13 for tips on edits that you can make to unencrypted code to suit your business needs.

Editing Your HTML Code

NOTE: You can edit the HTML code for your Buy Gift Certificate button only if you choose not to encrypt the code during the creation process.

Editing your HTML code is not advisable unless you have advanced HTML skills or plan to work with a developer who does.

The following sections demonstrate how to set specific HTML variables for your Buy Gift Certificate button:

Minimum and Maximum Denominations for Buy Gift Certificate Buttons

When you created your Buy Gift Certificate button, you selected an amount type for your gift certificates. In addition, you can set the minimum and maximum sale amounts for gift certificates in the HTML code for the Buy Gift Certificate button.

The sample below sets the minimum amount to $5.00 USD with the `min_denom` HTML variable and sets the maximum amount to $1,000.00 USD with the `max_denom` HTML variable.

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
  <input type="hidden" name="cmd" value="_oe-gift-certificate">
```

```
  <input type="hidden" name="business" value="paypalguy@maxxiecandys.com">
  <input type="hidden" name="no_note" value="1">
  <input type="hidden" name="currency_code" value="USD">
  <input type="hidden" name="min_denom" value="5.00">
  <input type="hidden" name="max_denom" value="1000.00">
  <input type="hidden" name="style_color" value="BLU">
  <input type="hidden" name="shopping_url"
    value="http://www.maxxiecandys.com">
  <input type="image" name="submit" border="0"
    src="https://www.paypal.com/en_US/i/btn/btn_gift_LG.gif"
    alt="PayPal - The safer, easier way to pay online"
  <img alt="" border="0" width="1" height="1"
    src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</form>
```

You can sell as many different types of gift certificates as you want, using different styles, logos, currencies and amounts. For example, you can create and sell combinations of denominations up to $1,000.00 USD.

Cancel and Return URLs for Buy Gift Certificate Buttons

The Cancel URL lets you designate where you want your customers to go if they click the Cancel button during a gift certificate purchase. If a Cancel URL is not included, customers will be returned to their PayPal Account Overview.

Your Cancel URL webpage can be customized to display the benefits of purchasing gift certificates, announce sales and specials, or communicate whatever you want to your customers whenever they click the Cancel button.

Here's one example:

"Are you sure you want to cancel your gift certificate purchase? We have more than 1,000 items that your gift certificate recipient can select from."

The Return URL lets you designate a specific webpage to redirect your purchasers to after they have successfully completed a transaction.

NOTE: If you supplied a Return URL but not a Cancel URL, your Cancel URL will default to your Return URL.

Co-Branding the PayPal Payment Pages for Buy Gift Certificate Buttons

Custom payment pages let you tailor the PayPal payment pages presented to buyers of gift certificates to match the style of your website. Custom pages allow you to add logos and background colors, edit headers and borders, and apply primary page styles for your gift certificate purchase and redemption pages. You set up custom payment pages through settings in your account profile.

For more information on co-branding the PayPal payment pages, see the *Merchant Setup and Administration Guide*.

Language Encoding for Buy Gift Certificate Buttons

Websites that use PayPal in different parts of the world work with different languages and different character encoding schemes. PayPal refers collectively to these differences as *language encoding*. You can specify the language and character encoding of the HTML code for Buy Gift Certificate buttons in the following ways:

- For all of your Buy Gift Certificates buttons – use the Language Encoding settings in your account profile
- For individual Buy Gift Certificate buttons – use the `charset` HTML variable in the HTML button code.

For more information on language encoding, see the *Merchant Setup and Administration Guide*.

3 The Checkout Experience with Merchant Gift Certificates

This chapter describes the checkout experience for buyers who purchase gift certificates from your website and the checkout experience for recipients who redeem your gift certificates for online purchases made from your website. Buyers of gift certificates do not need PayPal accounts. Recipients of gift certificates must have PayPal accounts or sign up for PayPal accounts at the time of redemption.

Read the following topics to learn more about the checkout experiences with gift certificates:

- "The Checkout Experience When Purchasing Gift Certificates" on page 17
- "The Checkout Experience When Redeeming Gift Certificates" on page 20

NOTE: You can place links in emails and web pages and other business collateral to direct customers to your gift certificate purchase and redemption pages.

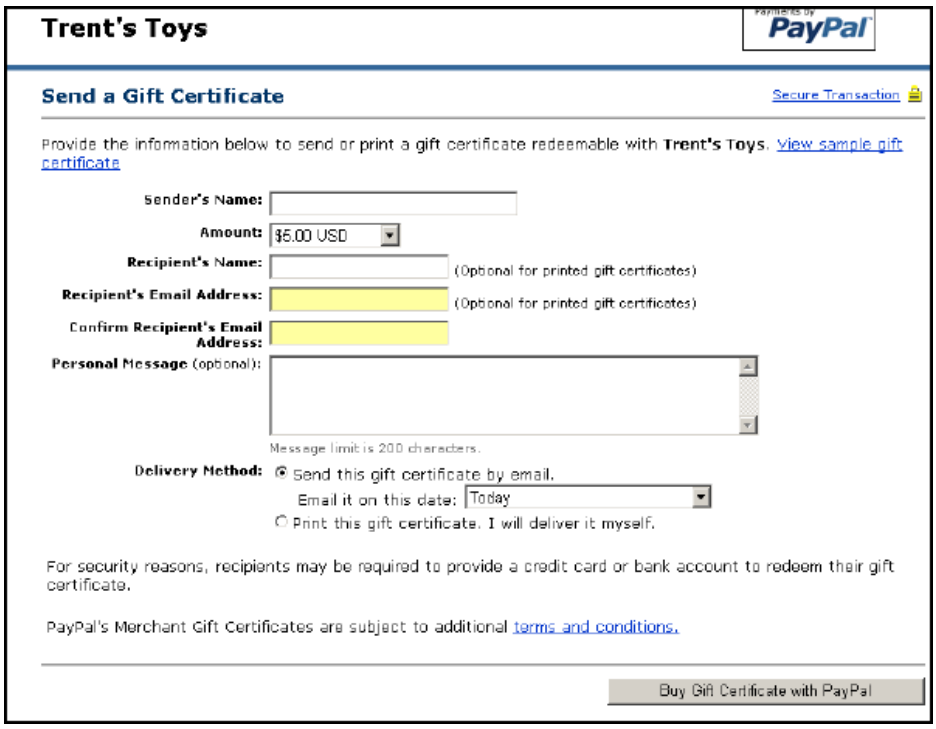
The Checkout Experience When Purchasing Gift Certificates

NOTE: This topic describes the normal experience for buyers who purchase gifit certifcates from your website. Some buyers have different experiences, based on account balance, status, or settings.

Here are the steps a buyer takes when purchasing a gift certificate:

1. Buyer clicks your Buy Gift Certificate button.
2. Buyer enters his details in the form fields as shown below.

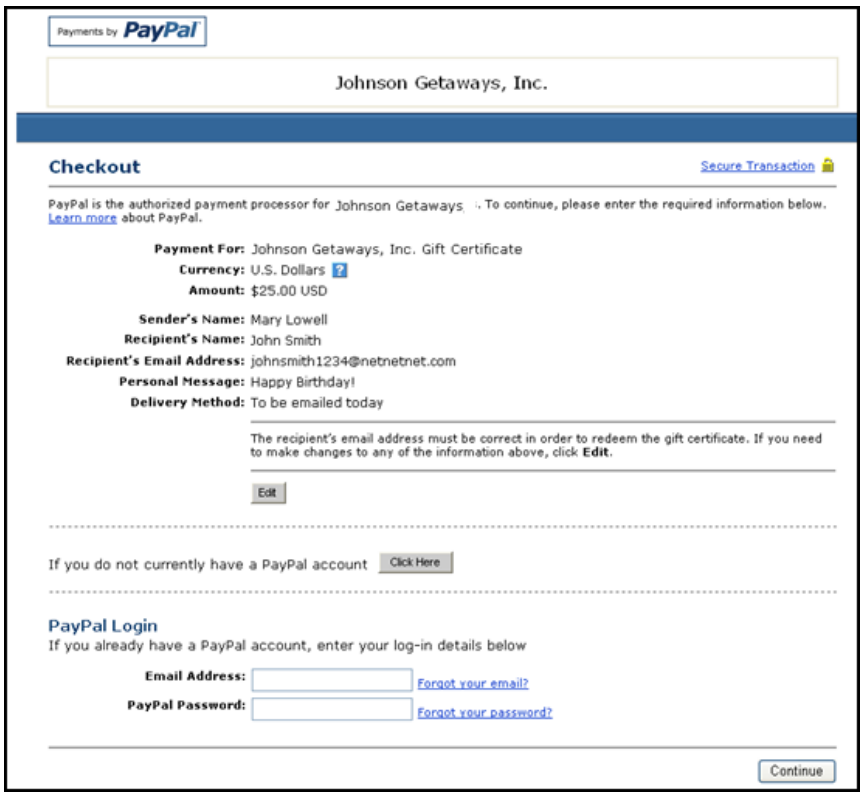
FIGURE 3.1 Sample of the Send a Gift Certificate Page


Trent's Toys
Send a Gift Certificate
Secure Transaction
Provide the information below to send or print a gift certificate redeemable with Trent's Toys. View sample gift certificate
Sender's Name:
Amount: $5.00 USD
Recipient's Name: (Optional for printed gift certificates)
Recipient's Email Address: (Optional for printed gift certificates)
Confirm Recipient's Email Address:
Personal Message (optional):
Message limit is 200 characters.
Delivery Method: Send this gift certificate by email.
Email it on this date: Today
Print this gift certificate. I will deliver it myself.
For security reasons, recipients may be required to provide a credit card or bank account to redeem their gift certificate.
PayPal's Merchant Gift Certificates are subject to additional terms and conditions.
Buy Gift Certificate with PayPal

3. Buyer clicks the Buy Gift Certificate with PayPal button.

4. Buyer reviews the transaction details on the checkout page as depicted in Figure 3.1, "Sample of the Send a Gift Certificate Page."

   Buyer either logs in to PayPal with his account credentials or (if buyer does not have a PayPal account) clicks the Click Here button and provides payment information such as billing address and credit card information.


Payments by PayPal
Johnson Getaways, Inc.
Checkout
Secure Transaction
PayPal is the authorized payment processor for Johnson Getaways . To continue, please enter the required information below.
Learn more about PayPal.
Payment For: Johnson Getaways, Inc. Gift Certificate
Currency: U.S. Dollars
Amount: $25.00 USD
Sender's Name: Mary Lowell
Recipient's Name: John Smith
Recipient's Email Address: johnsmith1234@netnetnet.com
Personal Message: Happy Birthday!
Delivery Method: To be emailed today
The recipient's email address must be correct in order to redeem the gift certificate. If you need to make changes to any of the information above, click Edit.
Edit
If you do not currently have a PayPal account
Click Here
PayPal Login
If you already have a PayPal account, enter your log-in details below
Email Address:
Forgot your email?
PayPal Password:
Forgot your password?
Continue

5. Buyer clicks Continue.
6. Buyer approves a funding source and clicks Pay to submit his gift certificate purchase.
7. Buyer is directed to the You Made a Payment page.
8. Buyer has the option to purchase another gift certificate or click the Done button.

   If you do not specify a Return URL, the buyer is returned to his Account Overview page. To learn more about designating what webpages your customers are directed to when canceling or completing a purchase, see "Cancel and Return URLs for Buy Gift Certificate Buttons" on page 14.

Recipient Email Terms

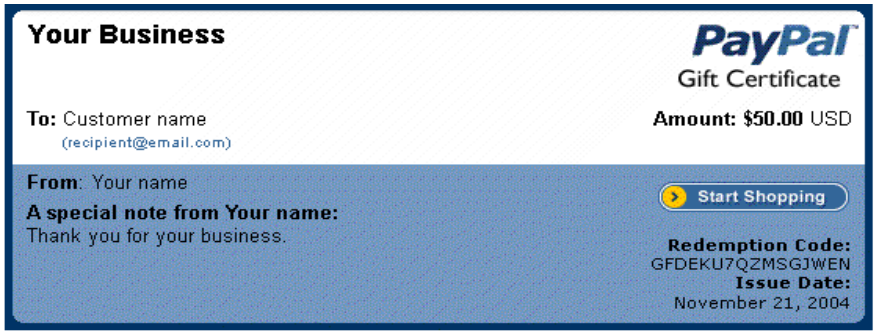
You may want to inform potential gift certificate buyers not to include a recipient email address if they are not sure who they will give the gift certificate to, or if they plan to print and personally deliver it.

If a recipient's email address is indicated on a printed gift certificate, it may be redeemed only by the owner of that email address. If a gift certificate is sent to the wrong email address or is lost, it can be canceled or refunded at no charge within 60 days of the purchase date.

The Checkout Experience When Redeeming Gift Certificates

When a gift certificate is delivered to the recipient, instructions are given on how to redeem the gift certificate. Recipients must have a PayPal account or sign up for one in order to redeem their gift certificates. This safeguard is intended to protect all parties involved.

FIGURE 3.2 Example of a PayPal Gift Certificate



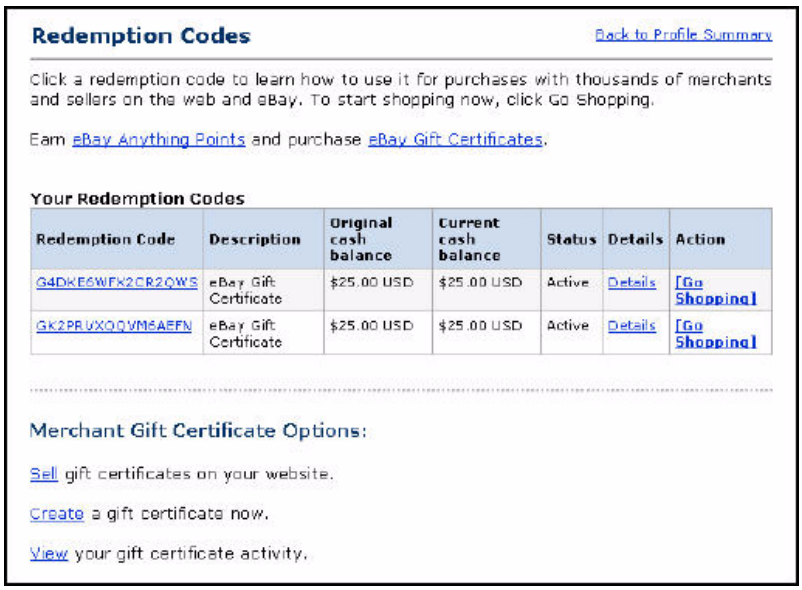
NOTE: Your gift certificate may or may not contain all the details depicted in Figure 3.2, "Example of a PayPal Gift Certificate," based on the choices you made during setup and the information provided by the buyer.

Accessing Your Website to Redeem a Gift Certificate

Gift certificate recipients can access your website in several ways:

- Clicking the Start Shopping button in emailed gift certificates
- Clicking the Go Shopping link on their Redemption Codes page. (See Figure 3.3, "Redemption Codes Page With Go Shopping Link," for an example of this page for Premier or Business accounts.)
- Manually typing the Shopping URL into a web browser

FIGURE 3.3 Redemption Codes Page With Go Shopping Link



Gift Certificate Redemption Page Options

Recipients can redeem gift certificates in several ways:

- Click a Buy Now button
- Click any type of checkout button you have customized for your website, including shopping cart buttons
- Click a Purchase button or link in an email

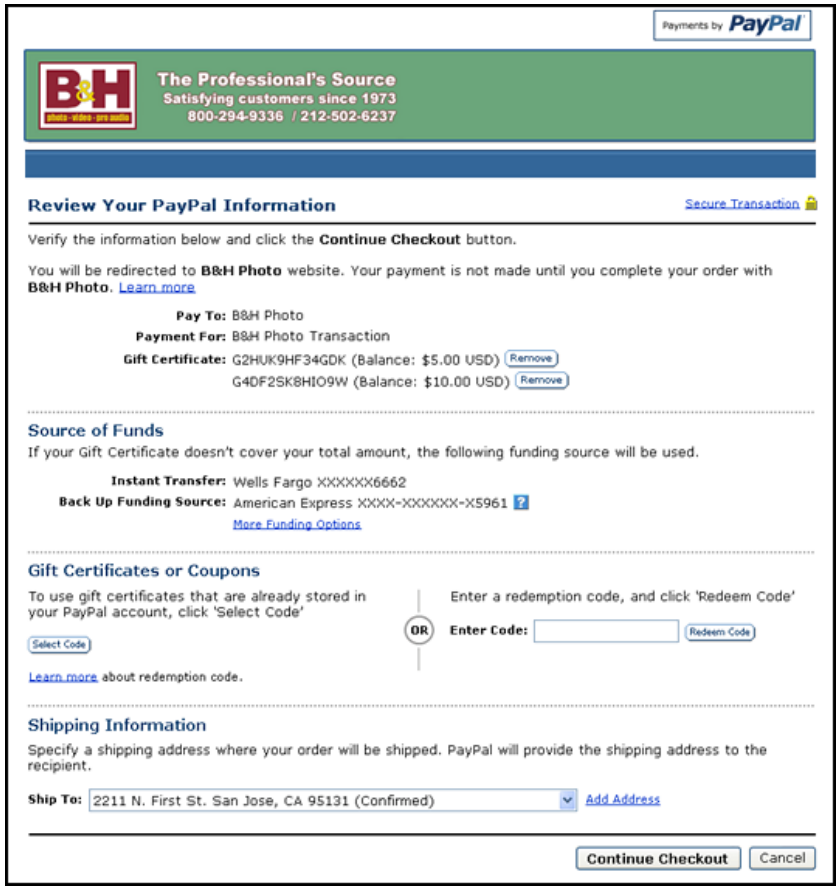
When recipients select an item to purchase using PayPal, they are taken to the PayPal Checkout page.

How Gift Certificate Redemption Works

The following steps outline how recipients of gift certificates redeem them when they pay for purchases when they use their gift certificates as the primary funding source:

1. Recipient verifies the payment details on the Review Your PayPal Information page.
2. Recipient selects a gift certificate by clicking the Select Code button or by entering a redemption code in the field provided.
3. Recipient selects or adds a confirmed shipping address.
4. Recipient clicks Continue Checkout.

FIGURE 3.4 Review Page With Redemption Code Options


Payments by PayPal
The Professional's Source
Satisfying customers since 1973
800-294-9336 / 212-502-6237
Review Your PayPal Information
Secure Transaction
Verify the information below and click the Continue Checkout button.
You will be redirected to B&H Photo website. Your payment is not made until you complete your order with B&H Photo. Learn more
Pay To: B&H Photo
Payment For: B&H Photo Transaction
Gift Certificate: G2HUK9HF34GDK (Balance: $5.00 USD) Remove
G4DF2SK8HIO9W (Balance: $10.00 USD) Remove
Source of Funds
If your Gift Certificate doesn't cover your total amount, the following funding source will be used.
Instant Transfer: Wells Fargo XXXXXX6662
Back Up Funding Source: American Express XXXX-XXXXXX-X5961
More Funding Options
Gift Certificates or Coupons
To use gift certificates that are already stored in your PayPal account, click 'Select Code'
Select Code
Learn more about redemption code.
OR
Enter a redemption code, and click 'Redeem Code'
Enter Code:
Redeem Code
Shipping Information
Specify a shipping address where your order will be shipped. PayPal will provide the shipping address to the recipient.
Ship To: 2211 N. First St. San Jose, CA 95131 (Confirmed)
Add Address
Continue Checkout
Cancel

The recipient is then transferred to your Place Order page (for Express Checkout redemptions). If you have integrated Website Payments Standard, the recipient continues through the redemption flow to complete his payment on PayPal.

Once the recipient has completed his purchase, he will receive an email notification of the payment.

NOTE: See Chapter 4 "Gift Certificate Activity & Terms" for information about how gift certificates are recorded in your Account History and Gift Certificate Activity Report.

4 Gift Certificate Activity & Terms

After you set up and start selling gift certificates, PayPal processes and records all your gift certificate purchases and redemptions, automatically sends email receipts and payment notifications, and stores every gift certificate transaction in your account.

This chapter provides an overview of your gift certificate activity, including the processing of proceeds in your account. You can also find information on gift certificate aging and limits, requirements, cancellations, reversals, and buyer complaints.

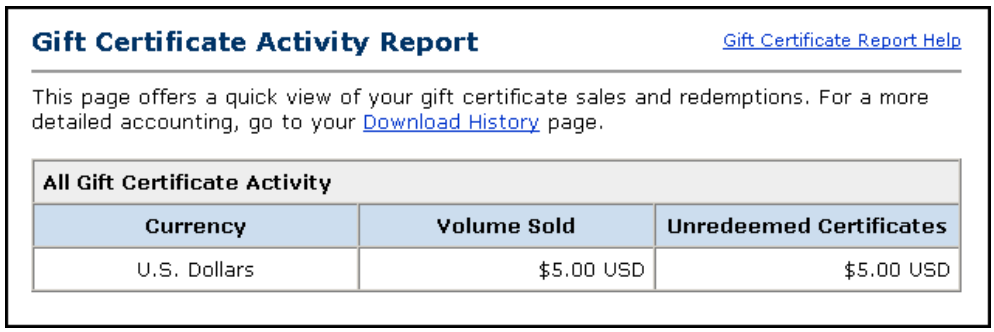
You will also learn tips and techniques that can help improve your overall gift certificate sales and customer satisfaction.

Gift Certificate Activity Report

You can view the status of your gift certificate sales and redemptions in your Account Overview, Downloadable History Log, and Gift Certificate Activity Report.

The Gift Certificate Activity Report provides a comprehensive accounting of your gift certificate purchases and redemptions for easy tracking and faster reconciliation.

FIGURE 4.1 Sample of a Gift Certificate Activity Report



Gift Certificate Activity Report Gift Certificate Report Help

This page offers a quick view of your gift certificate sales and redemptions. For a more detailed accounting, go to your Download History page.

All Gift Certificate Activity		
Currency	**Volume Sold**	**Unredeemed Certificates**
U.S. Dollars	$5.00 USD	$5.00 USD

Viewing Gift Certificate Status

To view your gift certificate activity, click the Gift Certificates and Reward Vouchers link in any PayPal webpage. Next, from the Redemption Codes page, click the View your gift certificate activity link.

NOTE: If you use the Downloadable History Log, you can select a filter to display only gift certificate transactions for specified dates.

Gift Certificate Proceeds & Limits

Proceeds from gift certificate sales are held in a pending balance in your account until the recipient redeems part or all of the gift certificate value, or for 18 months from the purchase date, whichever comes first.

When a gift certificate is partially redeemed, the proceeds from the redeemed portion only, less the standard payment receiving fee, are transferred to your available balance. The unredeemed portion of the gift certificate remains in your pending balance.

If a gift certificate is not redeemed for 18 months from the purchase date, the proceeds from the sale are automatically transferred to your available balance. See "Gift Certificate Terms and Conditions," in the following section.

Here's an example:

A customer makes a purchase for $35.50 USD on your website (including shipping, insurance and taxes) and chooses to pay with a $50.00 USD gift certificate. The $35.00 USD proceeds from the sale, less the standard payment receiving fee, are then transferred to your available balance.

A year later, the customer returns and makes a purchase for $40.00 USD. The customer chooses to use the remaining $14.50 USD value of the gift certificate in your pending balance and another funding source to cover the remaining $26.50 USD.

NOTE: Some customers may have a Sending Limit of $500.00 USD within a 30-day period.

Gift Certificate Terms and Conditions

For a summary of the terms and conditions that regulate your use of Merchant Gift Certficates, including gift certificate aging and liability, account closures, cancellations, buyer complaints, reversals and chargeback, see the following URL:

https://www.paypal.com/us/cgi-bin/webscr?cmd=xpt/UserAgreement/ua/PolicyGiftCertificate-outside

G Glossary

Merchant (Premier or Business account): Any online business or seller offering customized Merchant Gift Certificates through PayPal for purchase and redemption on their website. Also called “Gift Certificate Sponsor.”

Buyer: Anyone who purchases a gift certificate from a merchant. The buyer may or may not provide a recipient email address. The buyer is not required to have a PayPal account in order to purchase a gift certificate.

Recipient: Anyone who receives a gift certificate from a buyer. An email is sent to the recipient explaining how to accept and redeem the gift certificate.

Gift Certificate Liability: Merchant’s outstanding balance of unredeemed gift certificates

Unilateral Gift Certificate Recipient: Gift certificate recipient who does not yet have a PayPal account. Although this implies a new user, it can also represent situations where a gift certificate is sent to an email alias that has not been registered by an existing PayPal user.

Shopping URL: The web address on a merchant website where recipients go to redeem their gift certificates

Cancel URL: The web address where buyers are taken when they click the Cancel button

Return URL: The web address where buyers are taken after they complete a transaction successfully

Redemption Code: A code of letters and numbers that uniquely identifies a gift certificate or other incentive

Pending Balance: The collateral balance in a PayPal account, where gift certificate proceeds are held until the time of redemption.

G Glossary